

BUYBACK OF ITS OWN SHARES

RECEIVED

2008 FEB -4 A 10:19

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 24 JANUARY 2008, IT PURCHASED FROM UBS LIMITED 300,000 SHARES AT AN AVERAGE PRICE OF 279.4956 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 25,030,386 TREASURY SHARES IN TREASURY AND HAS 606,408,872 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).



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BUYBACK OF ITS OWN SHARES

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LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 25 JANUARY 2008, IT PURCHASED FROM UBS LIMITED 300,000 SHARES AT AN AVERAGE PRICE OF 280.8865 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 25,330,386 TREASURY SHARES IN TREASURY AND HAS 606,113,074 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

BUYBACK OF ITS OWN SHARES

NOTIFIED
2008 FEB -01 A 08:59
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LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 22 JANUARY 2008, IT PURCHASED FROM UBS LIMITED 300,000 SHARES AT AN AVERAGE PRICE OF 266.7471 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 24,430,386 TREASURY SHARES IN TREASURY AND HAS 607,008,872 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

BUYBACK OF ITS OWN SHARES

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 23 JANUARY 2008, IT PURCHASED FROM UBS LIMITED 300,000 SHARES AT AN AVERAGE PRICE OF 268.8074 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 24,730,386 TREASURY SHARES IN TREASURY AND HAS 606,708,872 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

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1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:		ALadbrókes plc	
2. Reason for the notification (please tick the appropriate box or boxes)			
An acquisition or disposal of voting rights			x
An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached			
An event changing the breakdown of voting rights			
Other (please specify):			
3. Full name of person(s) subject to the notification obligation:		AXA S.A, 25 Avenue Matigon, 75008 Paris and its group of companies	
4. Full name of shareholder(s) (if different from 3.):			
5. Date of the transaction (and date on which the threshold is crossed or reached if different):		22/1/2008	
6. Date on which issuer notified:		23/1/2008	
7. Threshold(s) that is/are crossed or reached:		10%	
8. Notified details:			

A: Voting rights attached to shares							
Class/type of shares if possible using the ISIN CODE	Situation previous to the Triggering transaction		Resulting situation after the triggering transaction				
			Number of shares	Number of voting rights		% of voting rights	
	Number of Shares	Number of Voting Rights		Direct	Indirect	Direct	Indirect
BOZSH63	65,629,583	65,629,583	8,258,240	8,258,240	49,862,602	1.36	8.21

Type of financial instrument	Expiration date	Exercise/ Conversion Period/ Date	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

Total (A+B)	
Number of voting rights	% of voting rights
58,120,842	9.57%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:		
Name of the Company / Fund	Number of Shares	% of issued share capital
AXA Sun Life plc (fmly Axa Equity & Law Life Assurance Society plc) Direct	519,714	0.08562
AXA General Insurance Ltd Direct	21,000	0.00346
Sun Life Unit Assurance Ltd A/c X Direct	35,294	0.00581
Sun Life Unit Assurance Ltd A/c X Direct	531,176	0.08751
Sun Life Unit Assurance Ltd A/c X Direct	1,245,882	0.20525
AXA UK Investment Co ICVC Distribution Fund Indirect	60,000	0.00988
AXA UK Investment Co ICVC Extra Income Fund Indirect	20,000	0.00329
AXA UK Investment Co ICVC UK Equity Income Fund Indirect	350,000	0.05766
PPP Healthcare Group plc Direct	23,284	0.00384
Sun Life Pensions Management Ltd Direct	75,000	0.01236
Sun Life Pensions Management Ltd A/c Direct	705,882	0.11629
Sun Life Assurance Society Plc Direct	275,245	0.04534

AXA Financial, Inc	675,093	0.11122
Indirect		
Sun Life International (IOM) Ltd	296,470	0.04884
Direct		
AXA France	11,631	0.00192
Indirect		
AXA Financial, Inc*	48,745,878	8.03051
Indirect		
Sun Life Pensions Management Ltd	75,142	0.01238
Direct		
Sun Life Pensions Management Ltd	2,438	0.00040
Direct		
Sun Life Unit Assurance Ltd LTAV UK Equity	150,000	0.02471
Direct		
Sun Life Unit Assurance Ltd ABL High Alpha	42,102	0.00694
Direct		
Sun Life Unit Assurance Ltd FTSE All Share Tracker	107,101	0.01764
Direct		
Sun Life Pensions Management LTAV UK Equity	544,247	0.08966
Direct		
Sun Life Pensions Management ABL High Alpha	213,605	0.03519
Direct		
Sun Life Pensions Management FTSE All Share Tracker	546,947	0.09011
Direct		
AXA Winterthur	2,119,156	0.34911
Direct		
AXA Sun Life With Profit Passive	431,380	0.07107
Direct		
AXA Sun Life With Profit Passive	221,631	0.03651
Direct		
Total	8,258,240	1.36048
Total Indirect	49,862,602	8.21448
TOTAL	58,120,842	9.57496

Proxy Voting:	
10. Name of the proxy holder:	N/A
11. Number of voting rights proxy holder will cease to hold:	N/A
12. Date on which proxy holder will cease to hold voting rights:	N/A

13. Additional information:	
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BUYBACK OF ITS OWN SHARES

17 FEB -4 A 10:13

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 21 JANUARY 2008, IT PURCHASED FROM UBS LIMITED 300,000 SHARES AT AN AVERAGE PRICE OF 265.8059 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 24,130,386 TREASURY SHARES IN TREASURY AND HAS 607,308,872 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

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